

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	8	8	374
Catchment Adults 18+	4,131	6,746	330,927
Catchment Adults 18+ Per Pub	516	843	885
Populaton Projection 2018 to 2028 (% change)	4.42%	4.69%	4.99%

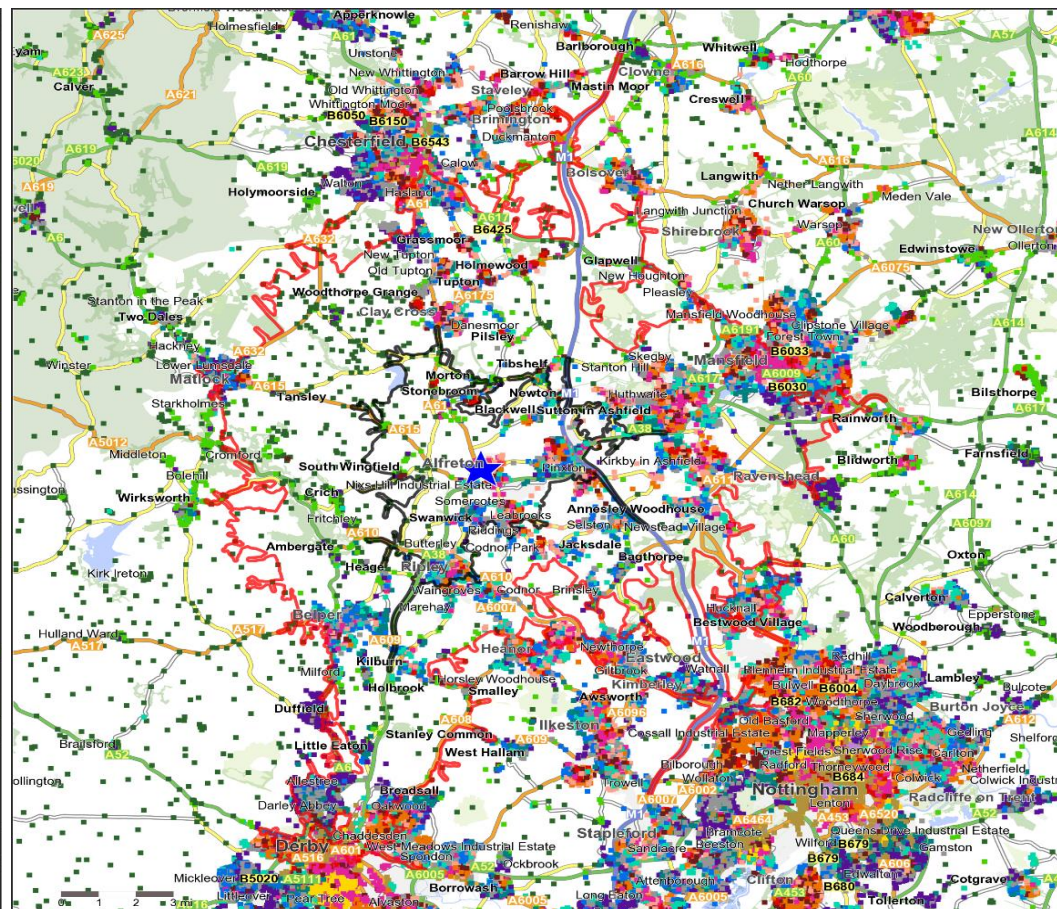
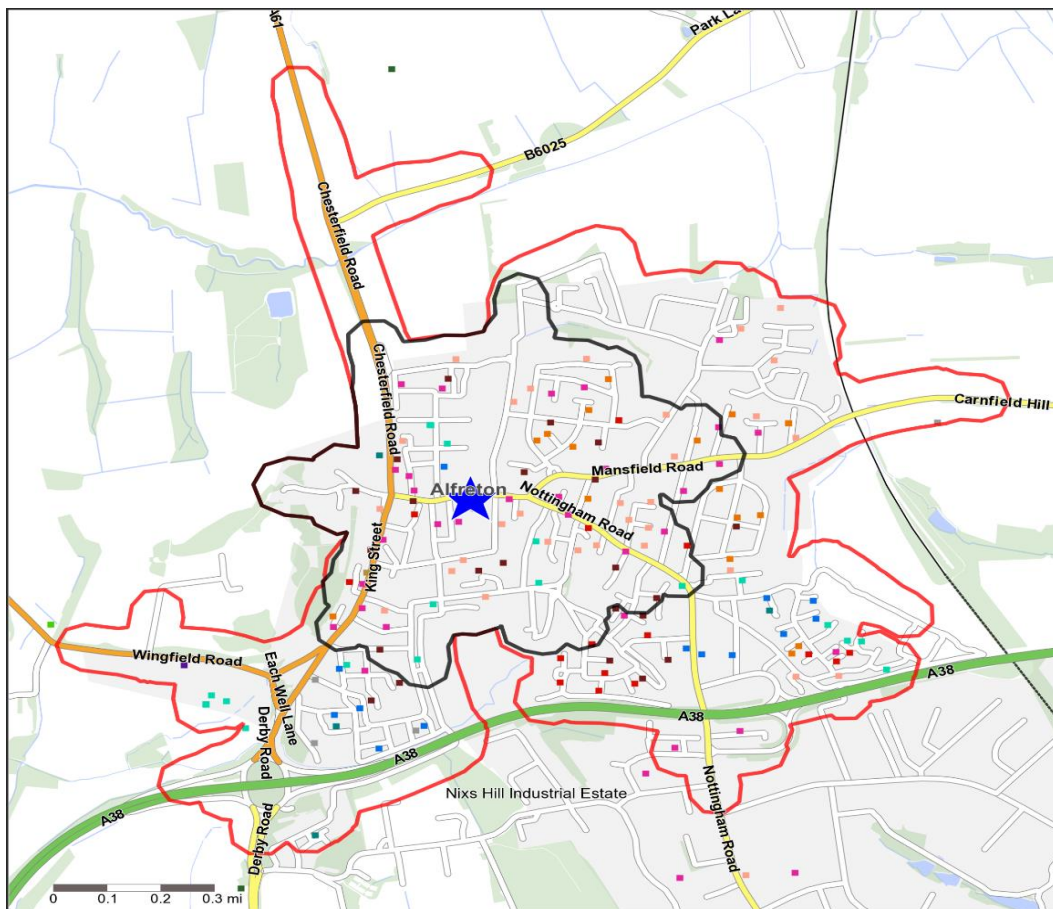
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Community Pub	4,011	97.1	187	1	High Street Pub	6,320	93.7	181	1	High Street Pub	260,583	78.7	152
2	High Street Pub	3,821	92.5	198	2	Community Pub	5,976	88.6	190	2	Community Pub	212,632	64.3	138
3	Premium Local	1,363	33.0	52	3	Premium Local	2,575	38.2	61	3	Premium Local	157,887	47.7	76
4	Bit of Style	1,115	27.0	209	4	Bit of Style	1,561	23.1	179	4	Great Pub Great Food	105,020	31.7	245
5	Circuit Bar	253	6.1	15	5	Great Pub Great Food	948	14.1	35	5	Bit of Style	66,035	20.0	49
6	Craft Led	240	5.8	22	6	Circuit Bar	486	7.2	27	6	Circuit Bar	32,197	9.7	36
7	Great Pub Great Food	227	5.5	53	7	Craft Led	407	6.0	59	7	Craft Led	22,584	6.8	66

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	136	3.3	37	258	3.8	43	22,015	6.7	75
C1	385	9.3	76	622	9.2	75	35,251	10.7	87
C2	439	10.6	129	705	10.5	127	32,291	9.8	118
DE	676	16.4	159	1,075	15.9	155	40,377	12.2	119

Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,834	68.6	207	4,381	64.9	196	154,202	46.6	141
Medium (7-13)	820	19.8	60	1,594	23.6	71	112,396	34.0	102
High (14-19)	65	1.6	6	225	3.3	12	42,855	12.9	46

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Adults 18+ by Mosaic Type in Each Catchment

			10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile			Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
A01	World-Class Wealth		0	0	0	0
A02	Uptown Elite		0	0	0	5
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	0	281
B06	Diamond Days		0	0	0	1,546
B07	Alpha Families		0	35	96	2,389
B08	Bank of Mum and Dad		0	0	186	2,912
B09	Empty-Nest Adventure		0	0	743	7,492
C10	Wealthy Landowners		0	0	643	3,671
C11	Rural Vogue		0	0	82	502
C12	Scattered Homesteads		0	0	57	454
C13	Village Retirement		0	0	562	5,365
D14	Satellite Settlers		0	0	1,394	8,639
D15	Local Focus		0	0	769	3,172
D16	Outlying Seniors		0	0	1,521	4,775
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	9	94	2,285
E19	Bungalow Heaven		15	29	2,961	21,419
E20	Classic Grandparents		0	0	553	5,403
E21	Solo Retirees		0	23	392	4,254
F22	Boomerang Boarders		0	29	613	7,736
F23	Family Ties		0	0	147	1,371
F24	Fledgling Free		68	527	4,788	21,129
F25	Dependable Me		47	142	2,001	12,082
G26	Cafés and Catchments		0	0	0	72
G27	Thriving Independence		37	48	51	1,817
G28	Modern Parents		0	0	1,402	8,039
G29	Mid-Career Convention		0	34	1,228	10,923
H30	Primary Ambitions		0	0	303	3,026
H31	Affordable Fringe		122	265	2,229	15,521
H32	First-Rung Futures		227	361	2,562	14,961
H33	Contemporary Starts		0	0	867	5,867
H34	New Foundations		0	66	81	1,013
H35	Flying Solo		0	0	147	1,617

			10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile			Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
I36	Solid Economy		27	27	27	219
I37	Budget Generations		109	305	1,576	5,627
I38	Economical Families		271	336	1,196	10,971
I39	Families on a Budget		12	193	1,114	12,650
J40	Value Rentals		852	1,050	3,397	15,058
J41	Youthful Endeavours		0	0	178	1,692
J42	Midlife Renters		79	79	850	6,487
J43	Renting Rooms		199	199	741	10,013
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		13	46	46	2,369
K48	Mature Workers		182	511	3,038	14,019
L49	Flatlet Seniors		295	295	401	3,272
L50	Pocket Pensions		181	273	1,527	7,378
L51	Retirement Communities		0	0	0	982
L52	Estate Veterans		42	169	1,297	5,873
L53	Seasoned Survivors		176	228	872	7,990
M54	Down-to-Earth Owners		862	1,058	2,707	15,733
M55	Back with the Folks		68	159	569	5,605
M56	Self Supporters		235	235	3,692	17,978
N57	Community Elders		0	0	0	0
N58	Culture & Comfort		0	0	0	0
N59	Large Family Living		0	0	0	0
N60	Ageing Access		0	0	0	668
O61	Career Builders		0	0	0	1,216
O62	Central Pulse		0	0	0	524
O63	Flexible Workforce		0	0	0	16
O64	Bus-Route Renters		13	13	49	2,257
O65	Learners & Earners		0	0	0	1,829
O66	Student Scene		0	0	0	51
U99	Unclassified		0	0	0	711
Total			4,132	6,744	49,749	330,926

Top 3 Mosaic Types in a 20 Minute Walktime

1. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

2. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabittees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

3. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

Top 3 Mosaic Types in a 20 Minute Drivetime

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

3. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



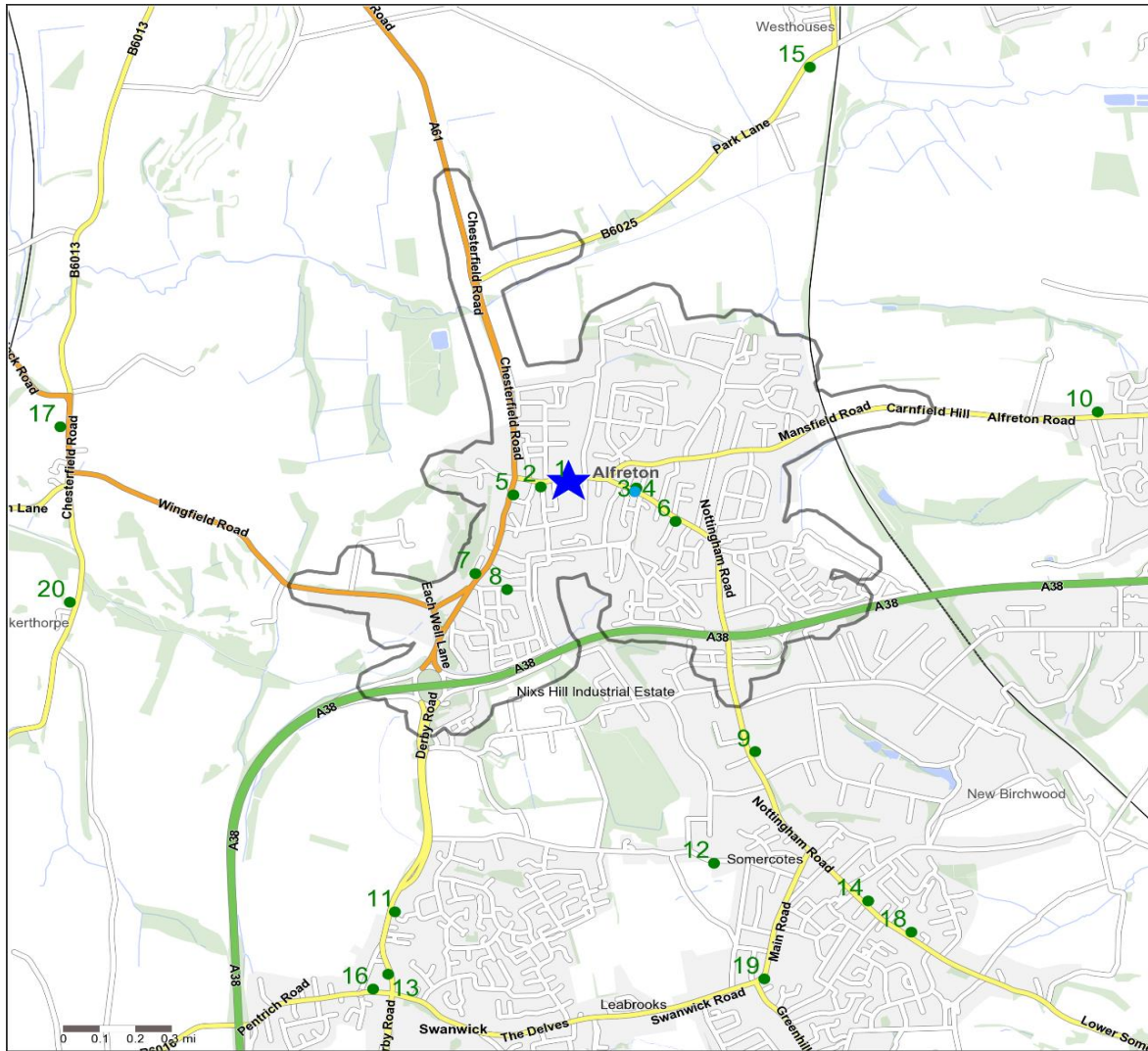
- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

Activity Group Structure	20 Minute Walktime									
	High			Medium			Low			
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	
Female: Alone, Pair or Group	1,779	26.4	87	831	12.3	75	4,136	61.3	118	
Male: Alone	2,817	41.8	140	1,372	20.3	130	2,557	37.9	71	
Male: Group	1,911	28.3	124	1,761	26.1	100	3,073	45.6	92	
Male: Pair	1,328	19.7	75	1,590	23.6	155	3,828	56.7	99	
Mixed Sex: Group	1,309	19.4	85	1,632	24.2	76	3,804	56.4	128	
Mixed Sex: Pair	885	13.1	56	2,326	34.5	106	3,535	52.4	123	
With Children	3,071	45.5	157	1,540	22.8	136	2,135	31.6	60	
Unknown	2,376	35.2	107	462	6.8	38	3,907	57.9	121	
For Eating:										
Upmarket	806	11.9	39	1,887	28.0	134	4,053	60.1	127	
Midmarket	2,216	32.8	96	220	3.3	36	4,309	63.9	115	
Downmarket	3,345	49.6	223	2,218	32.9	94	1,183	17.5	42	
For Drinking (monthly spend):										
Nothing	2,736	40.6	134	920	13.6	58	3,090	45.8	102	
Low (less than £10)	793	11.8	39	2,211	32.8	140	3,741	55.5	122	
Medium (Between £10 and £40)	793	11.8	38	1,969	29.2	164	3,983	59.0	117	
High (Greater than £40)	493	7.3	28	2,793	41.4	202	3,459	51.3	98	

Activity Group Structure	20 Minute Drivetime									
	High			Medium			Low			
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	
Female: Alone, Pair or Group	75,805	22.9	76	46,796	14.1	86	207,614	62.7	120	
Male: Alone	101,354	30.6	103	52,129	15.8	101	176,733	53.4	100	
Male: Group	77,019	23.3	102	105,799	32.0	122	147,397	44.5	90	
Male: Pair	61,894	18.7	72	79,262	24.0	157	189,060	57.1	100	
Mixed Sex: Group	63,323	19.1	84	105,411	31.9	100	161,482	48.8	111	
Mixed Sex: Pair	82,924	25.1	107	113,489	34.3	105	133,803	40.4	95	
With Children	106,197	32.1	111	67,429	20.4	121	156,589	47.3	89	
Unknown	95,754	28.9	88	29,134	8.8	49	205,328	62.0	129	
For Eating:										
Upmarket	66,840	20.2	66	60,072	18.2	87	203,304	61.4	130	
Midmarket	77,809	23.5	68	16,183	4.9	54	236,223	71.4	129	
Downmarket	122,361	37.0	166	135,123	40.8	117	72,731	22.0	53	
For Drinking (monthly spend):										
Nothing	99,581	30.1	99	102,626	31.0	131	128,008	38.7	86	
Low (less than £10)	81,766	24.7	83	109,213	33.0	141	139,237	42.1	93	
Medium (Between £10 and £40)	78,581	23.7	78	63,202	19.1	107	188,433	56.9	113	
High (Greater than £40)	46,140	13.9	54	97,868	29.6	144	186,208	56.3	108	

Competitor Map



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★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	King Alfred, DE55 7BE	Star Pubs & Bars	0.6	0.1
2	Blue Bell Inn, DE55 7BL	Ei Group	2.1	1.2
3	Bluey's Aussie Bar And Bistro, DE55 7HL	*Other Small Retail Groups	4.2	0.9
4	Plough Inn, DE55 7HL	Star Pubs & Bars	4.2	0.9
5	Waggon & Horses, DE55 7AF	Wetherspoon	4.2	0.9
6	Victoria Inn, DE55 7GL	*Other Small Retail Groups	7.5	2.0
7	Devonshire Arms Inn, DE55 7DF	Independent Free	9.4	1.8
8	Miners Arms, DE55 7JE	Independent Free	9.4	2.4
9	Cotes Park, DE55 4HQ	New River Retail	23.8	4.3
10	Hawthorns, DE55 2AS	Ei Group	29.3	5.1
11	Cross Keys, DE55 1BG	Star Pubs & Bars	31.4	4.6
12	Crown Inn, DE55 1RE	Marston's	34.4	6.8
13	Steampacket, DE55 1AB	*Other Small Retail Groups	35.0	5.3
14	Devonshire Arms Inn, DE55 4HX	Trust Inns	35.3	6.8
15	Station Hotel, DE55 5AH	Independent Free	36.8	3.8
16	Boot & Slipper, DE55 1BL	Marston's	36.8	5.7
17	Butchers Arms Inn, DE55 7LN	Admiral Taverns Ltd	37.7	4.6
18	Olde English Gentleman, DE55 4JX	Independent Free	38.3	7.5
19	Three Horse Shoes, DE55 1LT	Punch Pub Company	38.9	7.1
20	Anchor Inn, DE55 7LP	Independent Free	42.9	5.2